

April/May 1992
Carton Stuffer Copy
November 4, 1991

(Side 1)

The Perfect Summer Towel Is Free

(Palm Tree Graphic)

*too specific
or add relaxing at pool*

Perfect for lying on the beach, a plush 100% cotton towel featuring a bright and colorful tropical scene. It measures a full 60" x 35", and it's yours free with 2 Parliament Lights carton proofs and \$3.50 for shipping and handling.

(Striped Towel Graphic)

Perfect for lying on the beach, a plush 100% cotton towel featuring brilliant Parliament blue and white stripes. It measures a full 60" x 35", and it's yours free with 2 Parliament Lights carton proofs and \$3.50 for shipping and handling.

(Side 2)

The Perfect Summer Towel Order Form

To order, please complete the information below. For each towel you are ordering, enclose 2 Parliament Lights carton proofs and \$3.50 (check or money order, no cash please) for shipping and handling. Then mail to:

Parliament Lights
Perfect Summer Towel Offer
P.O. Box 0000
Sunset Boulevard
Ridgely, MD 00000

*Please
address*

*Make check payable
to: Perfect Summer Towel*

2045558837

Limit 4 per household.
12/31/92
Allow 6 to 8 weeks for delivery. Offer good until ~~06/00/92~~, or while supplies last. Limited to smokers 21 years of age or older. Offer good in U.S.A. Void in Kansas, Wyoming, or where otherwise prohibited, taxed or licensed.

Name

Address

City

State/Zip

(scribble)

Date of Birth

Total Number of Towels Ordered: _____

Total Carton Proofs Enclosed:
(2 per Towel) _____

Total Shipping and Handling Funds Enclosed:
(\$3.50 per Towel) _____

I have been smoking this brand:

- ☐ Less than 1 year ☐ 1 to 2 years
☐ 3 to 5 years ☐ Over 5 years

By participating in this offer, I certify that I am a cigarette smoker at least 21 years of age. I am also willing to receive free samples of cigarettes in the mail, subject to applicable state and federal laws.

Signature
(required)

Date of Birth

2045558838

what's your regular brand?